



A Case Study

Data Overview



- 30 Days from 1st – 30th March 2020
- ~1 Million Different Itineraries from Aggregator (Super + everyone else)
- 55K Itineraries (Super Bookings)
- Impression/day – **4.2 Million** impressions a day on avg
- Click Rate – **3%** (1 click for every 3 impressions on avg)
- GMV/Click – **\$0.6** per click
- GMV/Booking – **\$97** per Booking

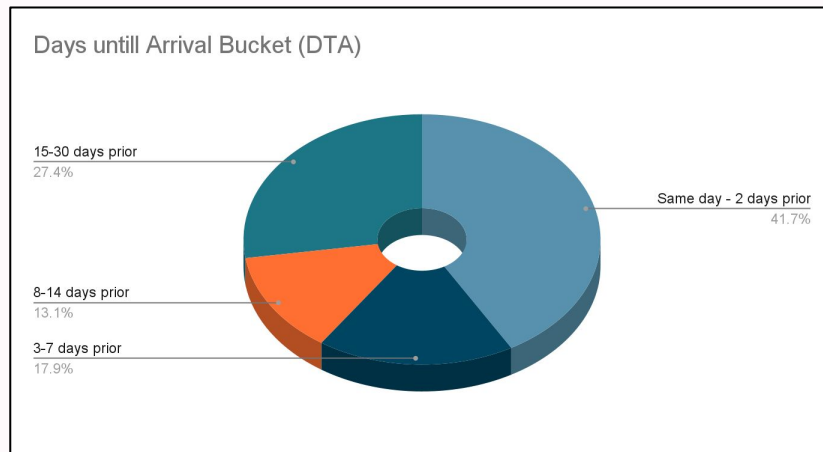
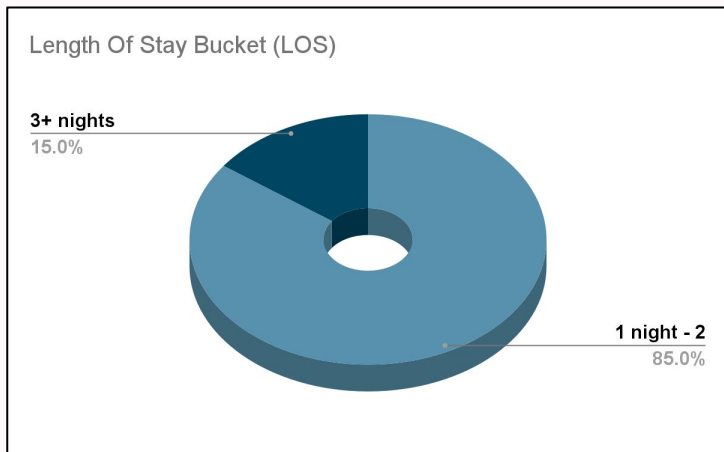
Popular Itineraries



Length of Stay(LOS) And Days Until Arrival(DTA)

Most Popular Itineraries are for short stays. **85%** are **1-2 nights** stay.

42% Itineraries are searched **same day-2 days** prior departure. **60%** searched **for a week** prior.



Booking And Travel DOW

More Itineraries are searched on weekends for travelling around weekends.

Booking DOW has a **slight cyclical** trend, increasing from **Fri-Sun**, then decreasing from **Mon - Thu**

```
spend.TRAVEL_DOW.value_counts(normalize = True)
```

TRAVEL_DOW

Fri 0.17

Mon 0.16

Sun 0.15

Sat 0.15

Tue 0.13

Thu 0.12

Wed 0.12

Name: proportion, dtype: float64

```
spend.BOOKING_DOW.value_counts(normalize = True)
```

BOOKING_DOW

Sun 0.20

Mon 0.16

Tue 0.14

Sat 0.14

Wed 0.13

Fri 0.12

Thu 0.12

Name: proportion, dtype: float64

LOS X DTA Together

45% Itineraries are for 1-2 nights booked same day - 1 week prior

40% 1-2 nights booked 8+ days prior

	LOS_bucket	DTA_bucket	spend_row_count	sum_eligible_impressions	sum_clicks	sum_spend	spend_per_click
0	1 night - 2 nights	Same day-2 days prior	330226.00	1707614.00	26888.00	16782.79	0.62
1	1 night - 2 nights	3-7 days prior	136146.00	263213.00	3731.00	2209.12	0.59
2	1 night - 2 nights	8-14 days	93384.00	105664.00	1492.00	733.97	0.49
3	1 night - 2 nights	15-30 days prior	205896.00	335647.00	2110.00	789.27	0.37
4	1 night - 2 nights	30+ days	108531.00	120507.00	2000.00	765.42	0.38
5	3 +	Same day-2 days prior	25469.00	28457.00	1148.00	1265.32	1.10
6	3 +	3-7 days prior	20027.00	12723.00	599.00	480.75	0.80
7	3 +	8-14 days	17703.00	8824.00	385.00	268.17	0.70
8	3 +	15-30 days prior	29138.00	17402.00	641.00	346.32	0.54
9	3 +	30+ days	64220.00	46338.00	1818.00	742.84	0.41

Popular Itineraries



- Short Length
- Urgent Booking
- More Business Travel
- More on Weekends
- Less Vacation Travel

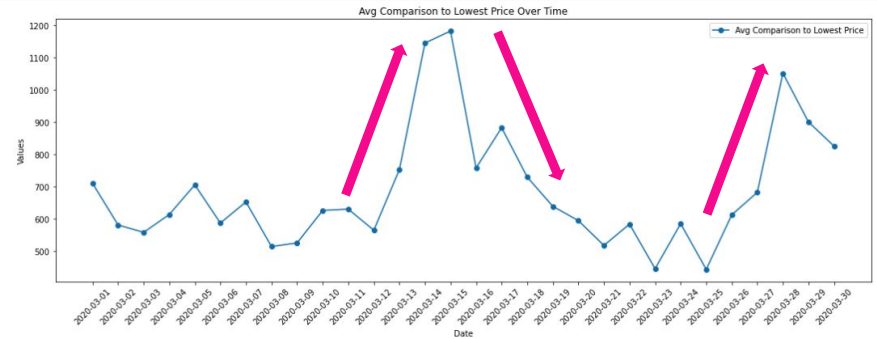
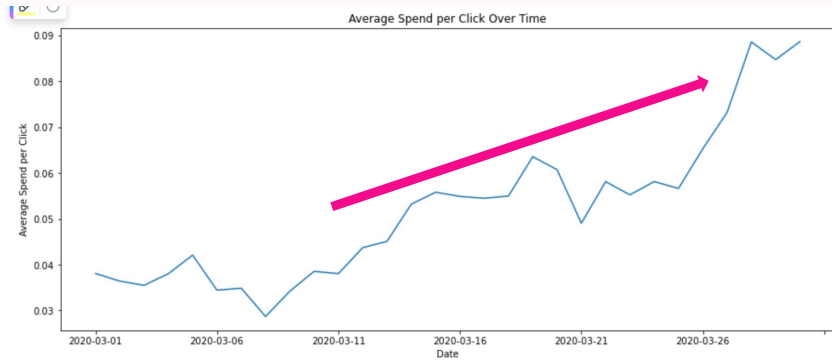
Bookings Over Time

Our bookings, GMV and total Itineraries searched have seen a fall in March 2020



Increased Spend/Click

Fluctuation in Avg Comparison to lowest Price over Time



Zero Eligible Impressions

60% of all the itineraries did not have an eligible impression.

Can expect a lot of eligible Impressions to have actual impressions as Zero. However, Eligible impressions being Zero reflects that we did not have a possible bid hence we will not get a click for these itineraries, which becomes a **lost opportunity**

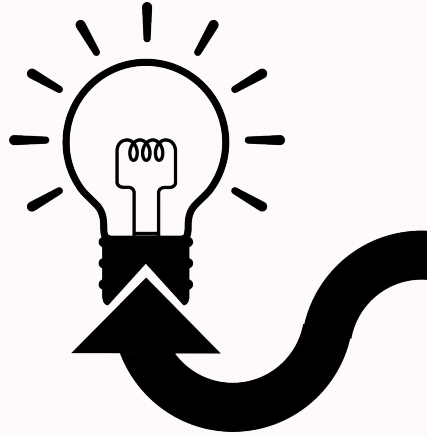
0.0	622,676	59.5%
1.0	184,549	17.6%
2.0	70,408	6.7%
3.0	35,085	3.4%
4.0	23,151	2.2%
10.0	15,567	1.5%
5.0	14,130	1.4%
6.0	10,555	1.0%
7.0	8,092	0.8%
8.0	6,601	0.6%
9.0	6,340	0.6%
20.0	4,424	0.4%
11.0	3,597	0.3%
12.0	3,155	0.3%
13.0	3,062	0.3%

Spend for Clicks

- 70% of the total Spend is on the first Bucket
- Highest spend/click is for longer stays (for longer stays)

	LOS_bucket	DTA_bucket	spend_row_count	sum_eligible_impressions	0_eligible_impressions	sum_clicks	sum_spend	spend_per_click	0_eligibleimps_ratio
0	1 night - 2 nights	Same day-2 days prior	330226.00	1707614.00	151336.00	26888.00	16782.79	0.62	0.46
1	1 night - 2 nights	3-7 days prior	136146.00	263213.00	88767.00	3731.00	2209.12	0.59	0.65
2	1 night - 2 nights	8-14 days	93384.00	105664.00	67935.00	1492.00	733.97	0.49	0.73
3	1 night - 2 nights	15-30 days prior	205896.00	335647.00	136089.00	2110.00	789.27	0.37	0.66
4	1 night - 2 nights	30+ days	108531.00	120507.00	59749.00	2000.00	765.42	0.38	0.55
5	3 +	Same day-2 days prior	25469.00	28457.00	14019.00	1148.00	1265.32	1.10	0.55
6	3 +	3-7 days prior	20027.00	12723.00	13889.00	599.00	480.75	0.80	0.69
7	3 +	8-14 days	17703.00	8824.00	13041.00	385.00	268.17	0.70	0.74
8	3 +	15-30 days prior	29138.00	17402.00	20662.00	641.00	346.32	0.54	0.71
9	3 +	30+ days	64220.00	46338.00	39582.00	1818.00	742.84	0.41	0.62

Recommendations for Super.com

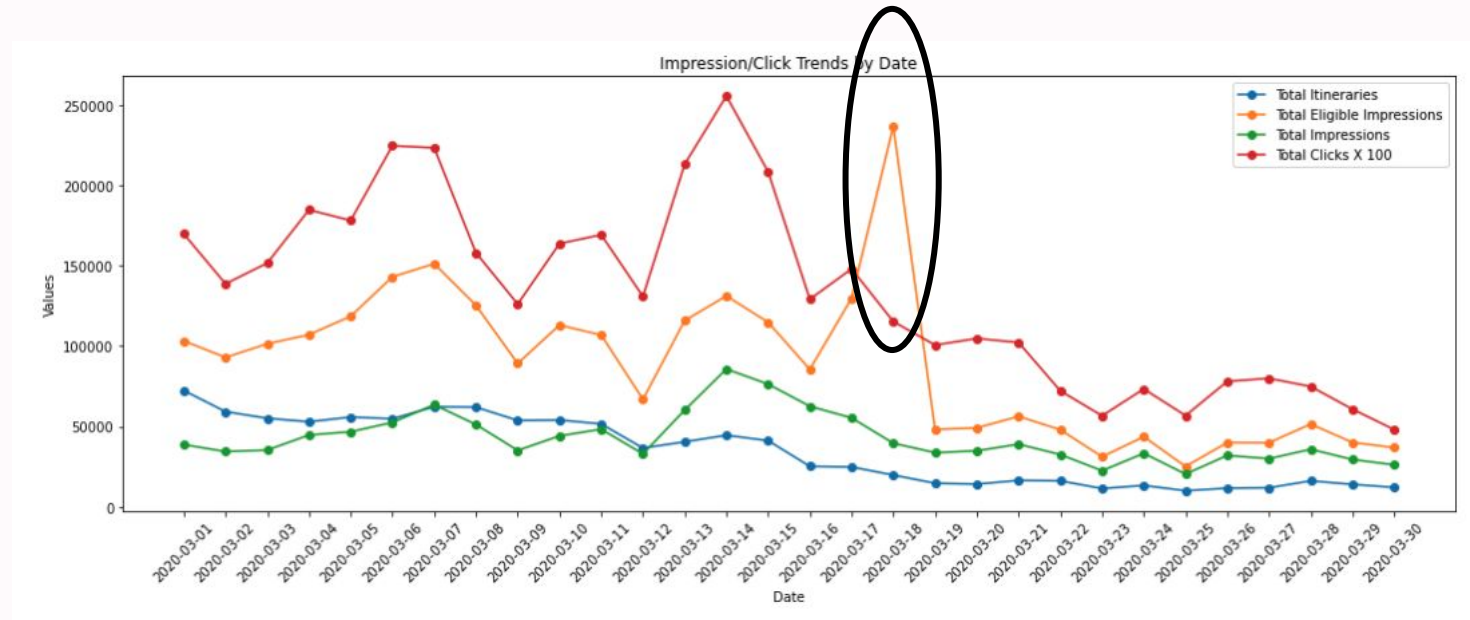


Recommendations

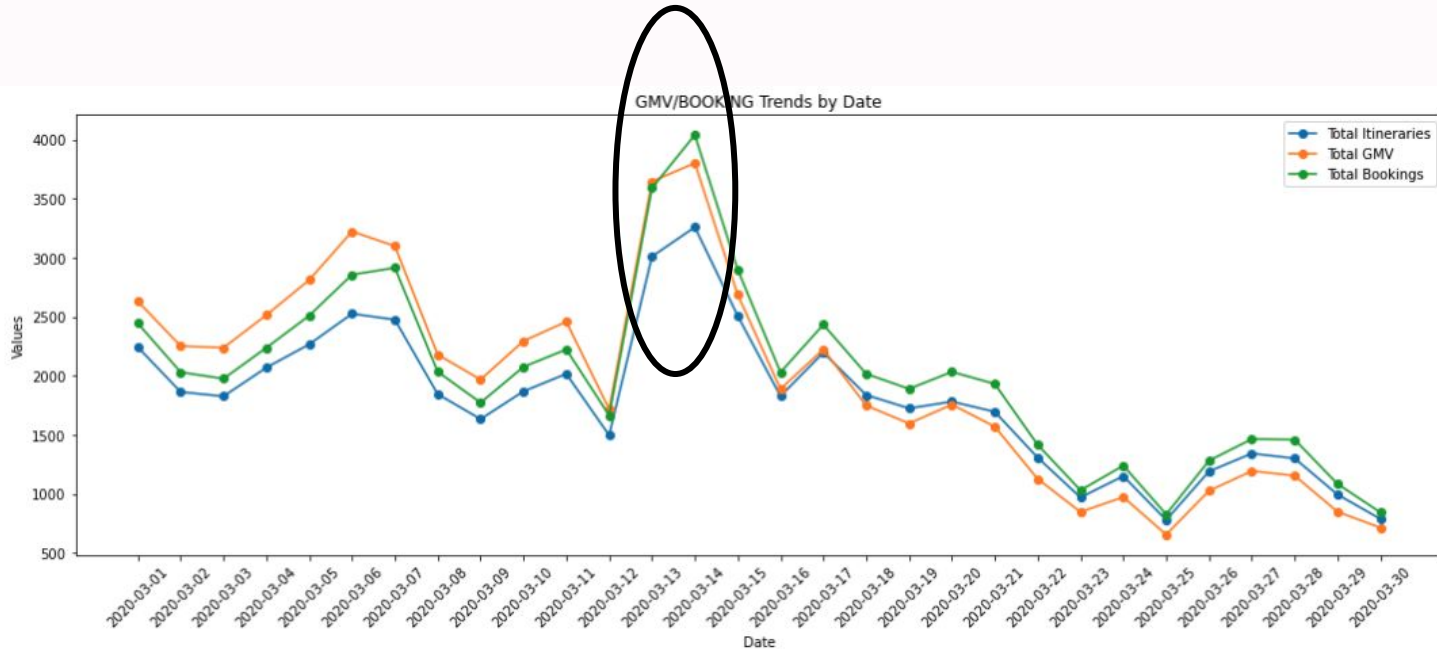
Focus on increasing eligible impressions, especially in popular booking categories, to capitalize on lost opportunities

- **Promotional Offers:**
 - Introduce special offers for weekday bookings to attract more business travelers.
 - Offer incentives for longer stays to increase the proportion of leisure travel bookings.
- **Marketing and User Experience:**
 - Tailor marketing strategies to target the high-urgency booking segment.
 - Improve the user experience for users making last-minute bookings.
- **Data-Driven Decisions:**
 - Continue to monitor booking trends and adjust strategies accordingly.
 - Use data analytics to identify emerging patterns and adapt offers and services.
- **New Services or Features:**
 - Consider introducing new features or services that cater to the identified trends, like last-minute deals or loyalty programs for frequent business travelers.

The Spike in Eligible Impressions, Why?



The Spike in GMV, Bookings, Itineraries Why?



How to go Global?



How to approach going global?

1. we'll explore essential strategies for global expansion, including conducting **targeted market research**, involving **key stakeholders**, **making data-driven decisions**, and **localizing products** to fit regional preferences.
2. We'll also discuss building **strategic partnerships**, developing a **focused marketing strategy**, efficiently **allocating budget**, **optimizing technology** for global use, providing robust **customer support**.
3. Additionally, employing **monitoring** and analytics for continuous improvement, testing strategies through a **pilot launch**, and ensuring operations are scalable and **risks are mitigated**

Stakeholder Involvement

- **Local Partners (Travel agencies, hotels, tourism boards)**

Collaboration with local partners, such as travel agencies, hotels, and tourism boards, will strengthen our local presence, leverage their expertise and resources, and enhance the variety and quality of our offerings.

- **Local Advisors or Consultants**

Engaging local advisors and external consultants will provide us with critical insights, cultural understanding, and expert guidance, helping us navigate complexities, make informed decisions, and establish strong footholds in new markets.

- **Internal Teams (Market Research, Legal, Finance, Marketing, IT, Customer Support)**

Internal teams will play vital roles in guiding the expansion strategy, ensuring data-driven decisions, compliance, financial oversight, tailored marketing and technical support.

Data-Driven Decisions

Dimensions	Metrics
Hotels	Available Rooms, Star Rating, Unique Visitors, Avg Length of Stay, Proximity to popular attractions
Hotel Country	Occupancy Rate, Customer Rating, Cancellation Rate
Booking Channel	Percentage of bookings via mobile, conversion rate from Website, Social media engagement
Market Segment	Business, Leisure, Family, Solo travellers percentage
Demographics	Age Distribution, Average Trip Duration, Most searched destinations
Economics Trends	GDP Growth Rate, Inflation Rate, Disposable Income trend

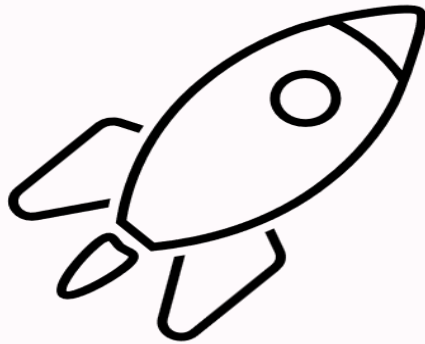
Data Utilization

Dimension/Metrics	How to use?
Hotels	We'll use the hotel data to find good partners to work with. For instance, we'll look for hotels that have more than 50 rooms and good traffic of visitors, say 1000. This way, we can make sure we have plenty of choices for our customers.
Hotel Country	We'll focus on countries where hotels have good prices, like an average daily rate (ADR) of \$150 or more, lots of guests, at least 70% occupancy rate, and high customer ratings, say above 8 out of 10.
Geographic Region	We'll use region data to decide where to advertise. For instance, we might spend more on regions where hotels make good money, like those with a Revenue per Available Room (RevPAR) above \$100, and where people like what we offer based on customer demographics.
Economic Trends	We'll use economic data to decide how much to charge and when to start in a new place. For example, if we see that the GDP is growing at 3% annually and inflation is low at 2%, it suggests a stable economy for expansion.

Data Utilization

Dimension/Metrics	How to use?
Booking Channel	We'll look at how people book their rooms to understand their habits. If we see that 70% of our bookings come from mobile devices, we'll make sure our website and social media pages are all customized and optimized as per.
Market Segment	We'll use data to group customers based on what they like. For example, if we find that 40% of our customers are business travelers, 30% are families, and 30% are solo travelers, we'll create different deals and messages for each group.
Customer Demographics	We'll see who our customers are, like their age, gender, and where they're from. For instance, if we find that 60% of our customers are aged 25–34, 40% are female, and 50% are from the United States, we can tailor our website and offers accordingly.
Travel Booking Trends	We'll look at when and how people book their trips to plan our offers. If we notice that 30% of our bookings happen in the summer months, we'll have special deals and promotions during that time.

Where to Launch First?



How to Decide on a location?

Choosing the right location for our initial expansion is critical to the success of Super.com's global journey. We consider several key **criteria** to identify the ideal launch location, ensuring a smooth entry into new markets.

- Economic Condition/Stability, Purchasing Patterns
- Travel Demand/ Hotel Supply Patterns
- Demographic Trends
- Competitive Landscape

Launch Location Options

Canada/UK /Europe



- Economic similarity to the USA
- Comparable GDP per capita
- Consistent s spending patterns
- Strong demand for travel and hospitality
- Established Tourism Infrastructure

India /Thailand



- Diverse Cultural Experiences
- Robust GDP growth
- Growing middle class
- High year-over-year tourist arrival growth
- Expanding hotel supply

Thank You